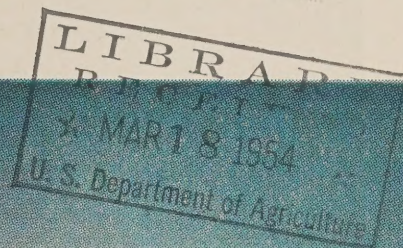


62.11

Long's 1954 Garden Book



GIANT CACTUS FLOWERED ZINNIAS. Pkt. 25¢

The J. D. Long Seed Co.
Boulder, Colorado



BURMA



SUNSPOT



CELOSIA PAMPAS PLUME. Pkt. 20¢



R. B.



SANS SOUCI

Gay, Glamorous, Glistening GLADIOLUS

THE KING OF CUT FLOWERS, gladiolus will do well in all sections of the country. Our bulbs are carefully grown, hand dug and cleaned to protect from bruising, and packaged with care. With a minimum of attention they will reward you with a beautiful display in your garden.

CULTURE DIRECTIONS included with each order.

MINIMUM ORDER. Unlike most growers, who refuse to fill orders for less than three dollars, we welcome orders of any size, large or small. Past customers know that we like to fill orders liberally. We shall continue this policy. Since parcel post rates are much higher proportionately on small orders, the larger the order the more liberally we can fill it. If your needs are few, may we suggest pooling your order with your neighbor for our mutual benefit.

PREPAID PRICES. Unless otherwise stated, all prices in this catalog include prepaid delivery to your door.

BULB SIZES. Large bulbs, designated by letter **L**, measure $1\frac{1}{4}$ inches or more in diameter. Medium size (**M**) are from $\frac{3}{4}$ to $1\frac{1}{4}$ inches in diameter. Both sizes make fine flowers, with medium size often making spikes almost as large as those from larger bulbs.

SECOND CHOICE. As the season goes on, some kinds will be sold out. Will help us if you list a second choice in case we cannot supply all items on your order. Any substitution will be of equal or greater value.

SHIPPING TIME. Except for an occasional delay of a few days to avoid risk of freezing during unusual cold spells, orders are shipped immediately. However, if you wish us to put up your order and hold until a date you specify, we are glad to do this. Glad bulbs can not be supplied after the first of June.

Abu Hassan (K & M) Deep dark blackish blue. Medium size florets on straight stems. This one will make your neighbor look twice if he is not familiar with its blue-black lustre.
(L 2—20c; 10—80c) (M 4—25c; 10—50c).

Athlone (Palmer) A delightfully different glad smoothly tinted with pink to produce a delicate flesh color.
(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Beacon (Palmer) Red salmon with large cream blotch in throat.
(L 2—20c; 10—80c) (M 4—25c; 10—50c).

Benjamin Britten (K & M) Deep lavender with fine white lines attractively penciled in throat. Tall grower; good size.
(L 2—25c; 10—\$1.00) (M 3—25c; 10—70c).

Black Opal (Errey) Very deep, dark red that opens up to ten florets at a time.
(L 2—20c; 10—90c) (M 4—25c; 10—60c).

Blue Beauty (K & M) Nice medium blue shading to red and purple markings in throat.
(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Buckeye Bronze (Wilson) Velvety red bronze. Its attractive color and sheen make it a favorite in this color class.
(L 2—25c; 10—\$1.00) (M 3—25c; 10—70c).

Burma (Palmer) Heavily ruffled deep rose.
(L 2—20c; 10—90c) (M 4—25c; 10—60c).

Candy Heart (Salbach) Large pink with carmine marking in throat.
(L 2—20c; 10—80c) (M 4—25c; 10—50c).

Casablanca (Majeski) Large ruffled white.
(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Chamouny (Baerman) This light cerise rose, of velvety texture, has florets edged with silver. Opens up to ten florets at a time on tall straight stalks. Bright, flashy and appealing.
(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Circe (K & M) Russet-orange color. Throat marked with small red lines surrounded by creamy yellow.
(L 25c each; 10—\$2.00).

Commando (Palmer) Large, striking scarlet. Tall spike.
(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Delta (K & M) An orange with a striking deep red line in the throat. Wavy florets of heavy substance.
(L 25c each; 10—\$2.00).

Dieppe (Hassall) Deep salmon red with a darker blotch in the throat. The attractive florets have a very distinctive shape.
(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Elizabeth the Queen (White) This large, lovely ruffled lavender is one of the most popular glads grown. Opens 7 or 8 large florets at a time of handsome form and beautiful color.
(L 2—25c; 10—90c) (M 4—25c; 10—60c).

Evangeline (Palmer) A delightful pastel color combination featuring light pink of slightly lavender cast blending into a creamy yellow throat. A vigorous grower.
(L 15c each; 10—\$1.20)
(M 10c each; 10—70c)

Firebrand (Butt) Fine medium shade of red. Slightly darker in throat with white lines on lower petals. Opens eight or more at a time with many other florets showing color.
(L 2—25c; 10—\$1.00) (M 3—25c; 10—70c).

Florence Nightingale (Harris) A fine new white. Opens up to eight blooms on a tall, straight spike.
(L 2—25c; 10—\$1.00) (M 3—25c; 10—70c).

Green Light (K & M) Light yellow overlaid with green. Borders on chartreuse.
(L 2—25c; 10—\$1.00) (M 3—25c; 10—70c).

Johan Van Konynenburg (K & M) Large orange-red blooms on strong straight spikes almost as tall as the name is long.
(L 2—25c; 10—90c) (M 4—25c; 10—60c).

King Lear (Palmer) Large reddish-purple. Its distinctive, pointed blooms set it apart from other glads.
(L 2—25c; 10—90c) (M 4—25c; 10—60c).

Lady Jane (Lake) Here's a glad we like very much. Florets are clear deep cream with yellow lip petals, and are evenly spaced on sturdy spikes.
(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Leif Erikson (K & M) An impressive large creamy white. Opens 8 to 10 wide open flowers with many more buds showing color.
(L 20c each; 10—\$1.80)
(M 15c each; 10—\$1.00).

Leading Lady (Johnston) Cream white sport of Picardy.
(L 2—25c; 10—90c) (M 4—25c; 10—60c).

Maid of Orleans (Pfitzer) Tall pure white with slightly creamy accent in throat.
(L 2—20c; 10—80c) (M 4—25c; 10—50c).

Margaret Fulton Early salmon pink with rounded florets on sturdy spikes.
(L 2—20c; 10—80c) (M 4—25c; 10—50c).

Miss Holland (K & M) Beautiful new venetian pink reminiscent of that older variety, Coryphee. Miss Holland has the same wonderful color, and in addition has tall, straight stems.
(L 50c each; 10—\$4.00)
(M 35c each; 10—\$3.00).

Miss Wisconsin (Kreuger) Deep lavender rose. A strong and pleasing color.
(L 2—25c; 10—90c) (M 4—25c; 10—60c).

Myrna Fay (Lines) Excellent medium shade of lavender. A shade or two more to the red side than Elizabeth the Queen. Blooms early.
(L 2—25c; 10—90c) (M 4—25c; 10—60c).



CATHERINE LONG

Armed with a trowel, Catherine thought digging time quite an event. The rest of us enjoyed this annual harvest, too, as we watched the plump, healthy bulbs come from the ground. All our bulbs are hand dug and cleaned to protect them from bruising.

Noweta Rose (Fischer) Deep lavender rose capable of sensational spikes. Sometimes opens as many as 12 florets at one time.
(L 20c each; 10—\$1.50)
(M 25c each; 10—\$1.20).

Oriental Pearl (Carlson) Very large lovely cream white. Makes some of the biggest florets we have ever seen on a glad.
(L 2—25c; 10—90c) (M 4—25c; 10—60c).

Pactolus (K & M) Apricot-cream with orange-red blotches on the lower petals. Florets perfectly placed on straight stems of medium height. One of the most attractive novelties from Holland.
(L 2—25c; 10—\$1.00) (M 3—25c; 10—70c).

Pandora (B. Palmer) Beautifully clear soft geranium-pink with somewhat darker lines in the throat. Straight, sturdy spikes opening up to 10 florets at a time. Remains one of our favorites.
(L 2—25c; 10—90c) (M 4—25c) 10—60c).



"That's me, E. C."

And if I have a bit of a frown, it is only because I realize some of our customers haven't yet had the pleasure of growing some of our fine glads, such as the Spic and Span spike I am holding. Try this and other varieties. You'll be mighty pleased.

Patrician (Scheer) Lovely medium lavender. Opens up to seven very large recurved florets on a strong straight spike with excellent placement. Vigorous grower.
(L 2—25c; 10—\$1.00) (M 3—25c; 10—70c).

Phantom Beauty (Bastian) Clear light pink. Opens up to 10 blooms at a time.
(L 2—25c; 10—\$1.00) (M 3—25c; 10—70c).

Picardy (Palmer) Soft shrimp pink with rose feather in throat. Still popular, but we like Spic & Span better.
(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Poinsettia (Weeks) Pure light spectrum red. Slightly ruffled with six to eight florets open on a tall spike. An outstanding variety.
(L 50c each) (M 35c each).

Polynesie (K & M) Vigorous growing pure salmon, deeper than Picardy. Large round florets are slightly ruffled.
(L 15c each; 10—\$1.20).

Prosperity (Silva) Light rose sport of Picardy; attractively ruffled.
(L 2—25c; 10—90c) (M 4—25c; 10—60c).

Ravel (K & M) Violet blue with a reddish brown marking. Healthy grower producing tall, upright spikes. Florets of heavy texture are well spaced and well placed.
(L 2—25c; 10—90c) (M 4—25c; 10—60c).

R. B. (Upton) Large henna-brown on old rose base. One of the finest smokies.
(L 2—25c; 10—\$1.00) (M 3—25c; 10—70c).

Red Charm (Butt) Very popular medium red. Consistently makes fine spikes with up to eight well placed blooms open at once.
(L 2—25c; 10—\$1.00) (M 3—25c; 10—70c).

Rewi Fallu (Australia) Velvety deep red, but makes rather stubby spikes.
(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Rosa Van Lima (Pfizer) Lovely pure clear pink. An early bloomer, and almost always the first to break through ground in spring.
(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Salman's Glory (Salman) Huge creamy white attractively marked with showy red blotch in the throat. Free-flowering and vigorous growing.
(L 2—25c; 10—90c) (M 4—25c; 10—60c).

Sans Souci (K & M) Rich, glowing scarlet. Florets are of heavy texture and well placed on graceful straight spikes. This new variety from Holland is one of the best reds we have ever grown.
(L 35c each; 10—\$3.00)
(M 25c each; 10—\$2.00).

Sheherezade (K & M) Creamy pink with a strawberry colored blotch in the throat. A new novelty from Holland.

(L 25c each; 10—\$2.00)

(M 2—35c; 10—\$1.50).

Sherwood (Pruitt) One of the best of the new purple glads. Opens seven lightly ruffled blooms on tall spike.

(L 2—35c; 10—\$1.20) (M 3—30c; 10—70c).

Silcherlied (K & M) La France pink with deep bordeaux red blotch. Another new novelty from Holland.

(L 25c each; 10—\$2.00).

Snow Princess (Pfizer) Favorite white. Tall, husky grower.

(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Spic & Span (Carlson) The most popular glad grown, this deep ruffled pink has color and growth habits hard to beat. Blue ribbon winner at shows throughout the country.

(L 2—25c; 10—90c) (M 4—25c; 10—60c).

Strawberry Peach (Salbach) Bright orange pink with soft scarlet blotch and feather.

(L 2—25c 10—\$1.00) (M 3—25c; 10—70c).

Sunspot (Roberts) Pleasing light apricot buff with red throat.

(L 2—25c; 10—90c) (M 4—25c; 10—60c).

Surfside (Winsor) White with light red penciling in throat.

(L 2—20c; 10—85c) (M 4—25c; 10—55c).

Tivoli (K & M) Beautiful clear light rose. A valuable addition to the pink color class.

(L 2—25c; 10—90c) (M 4—25c; 10—60c).

Truelove (Klein) Clear, somewhat ruffled early shell pink of fine shade and form.

(L 2—20c; 10—80c) (M 4—25c; 10—50c).

Valeria (Pruitt) Light scarlet of unusual shade. Popular cut flower variety.

(L 2—25c; 10—90c) (M 4—25c; 10—60c).

White Gold (Scheer) Giant cream blending to gold in throat. One of the most dependable varieties we have ever grown.

(L 2—20c; 10—80c) (M 4—25c; 10—50c).

Yellow Herald (Pfizer) Lightly ruffled yellow with carmine throat lines. A very reliable and pleasing variety.

(L 2—25c; 10—90c) (M 4—25c; 10—55c).

Exhibition Mixed A fine assortment of mixed colors.

(L 10—75c; 25—\$1.50; 100—\$5.25)

(M 10—40c; 25—90c; 100—\$3.50).

Gladiolus Bulbs Priced Per 100 Prepaid

(Please do not order less than 25 of one variety at these rates.)

| | No. 1 | No. 2 | No. 3 |
|---------------------------|--------|--------|--------|
| Abu Hassan | \$6.00 | \$5.00 | \$4.00 |
| Athlone | 6.40 | 5.30 | 4.20 |
| Beacon | 6.00 | 5.00 | 4.00 |
| Benjamin Britten | 8.00 | 7.00 | 6.00 |
| Blue Beauty | | 5.30 | 4.20 |
| Buckeye Bronze | 8.00 | 7.00 | 6.00 |
| Burma | | 5.50 | 4.50 |
| Chamouny | 6.40 | 5.30 | 4.20 |
| Commando | 6.50 | 5.50 | 4.50 |
| Dieppe | 6.50 | 5.50 | 4.50 |
| Elizabeth the Queen | 6.50 | 5.50 | 4.50 |
| Firebrand | 7.00 | 6.00 | 4.75 |
| Florence Nightingale | 7.00 | 6.00 | 5.00 |
| Green Light | 7.00 | 6.00 | 5.00 |
| King Lear | 6.50 | 5.50 | 4.50 |
| Lady Jane | 6.20 | 5.20 | 4.00 |
| Maid of Orleans | 6.00 | 5.00 | 4.00 |
| Margaret Fulton | | 5.00 | 4.00 |
| Miss Wisconsin | 6.50 | 5.50 | 4.50 |
| Myrna Fay | 6.70 | 5.70 | 4.70 |
| Oriental Pearl | 6.50 | 5.50 | 4.50 |
| Pactolus | 7.50 | 6.50 | 5.50 |
| Pandora | 6.50 | 5.50 | 4.50 |
| Patrician | 8.00 | 7.00 | 6.00 |
| Phantom Beauty | 7.50 | 6.50 | 5.50 |
| Ravel | 6.50 | 5.50 | 4.50 |
| Rosa Van Lima | 6.40 | 5.30 | 4.00 |
| Red Charm | 7.50 | 6.50 | 5.50 |
| Salman's Glory | 6.50 | 5.50 | 4.50 |
| Snow Princess | 6.50 | 5.00 | 4.00 |
| Spic and Span | 6.50 | 5.50 | 4.50 |
| Sunspot | 6.70 | 5.60 | 4.50 |
| Tivoli | 6.50 | 5.50 | 4.50 |
| Truelove | 6.00 | 5.00 | 4.00 |
| White Gold | 6.00 | 5.00 | 4.00 |
| Yellow Herald | 6.70 | 5.60 | 4.50 |
| Exhibition Mixed | 5.60 | 5.00 | 3.75 |

Glad Bulb Sizes

No. 1 bulbs measure 1½ inches in diameter or larger. No. 2 from 1¼ to 1½ inches and No. 3 from one inch to 1¼.

Second Choice, Please

As the season goes on, some kinds will be sold out. Will help us if you list a second choice in case we cannot supply all items on your order. Thanks.

LONG'S FLOWER SEEDS

ASTERS



All Asters, except Powderpuffs, uniformly priced at: Pkt. 10c; $\frac{1}{8}$ oz. 50c; $\frac{1}{4}$ oz. 90c.

Powderpuffs An exciting new development in Aster culture. Plants grow about 24 inches high with as many as 20 blooms on a single plant. Characteristic upright growth habit permits the entire plant to be cut as one bunch. Very early. See color illustration on back cover. Pkt. 25c.

Princess Flowers three inches in diameter have crested center that remains full when flower is completely open, surrounded by multiple rows of guard petals. Plants tall and branching.

| | | |
|-------|---------|-----------|
| Peach | Orchid | Deep Blue |
| Rose | Crimson | Mixed |

Ostrich Feather Large blooms. Petals curved and twisted. A bouquet resembles ostrich plumes.

| | | |
|-----------|----------|--------|
| White | Pink | Purple |
| Deep Rose | Lavender | Mixed |

California Giants Strong stems, flowers large, heavy substance, long graceful petals curled and twisted like a chrysanthemum. Real Giants.

| | | |
|----------|-----------|-------|
| White | Rose Pink | Mixed |
| Lavender | Purple | |

Los Angeles Lovely shell pink. The mammoth fluffy flowers are deep and full centered.

El Monte Similar to Los Angeles, but deep glowing crimson.

LONG'S Super-Mixed Asters

A "Long-Season" mixture of all types and colors, early, medium, and late.

Boulderado Beauty The flowers are immense, fully double, on long straight stems.

| | | |
|------------|----------|-------|
| Shell Pink | Lavender | White |
| Rose Pink | Purple | Mixed |

Early Royal Long, strong stems, Same form as Boulderado Beauty.

| | | |
|--------|------------|----------|
| White | Shell Pink | Lavender |
| Purple | Rose Pink | Mixed |

ACROCLINIUM

"Everlasting Flower"



NEW LARGE-FLOWERED HYBRIDS

Showy annuals. Easy to grow. Can be dried for winter. Pastel mixture. Largely double. Pkt. 15c; $\frac{1}{8}$ oz. 30c.

"Butterfly Flower"

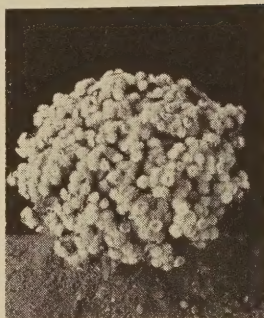
Schizanthus Grandiflora Mixture. Pkt. 15c.

AGERATUM (Annual)

BLUE BALL. Deep rich blue. Pkt. 10c.

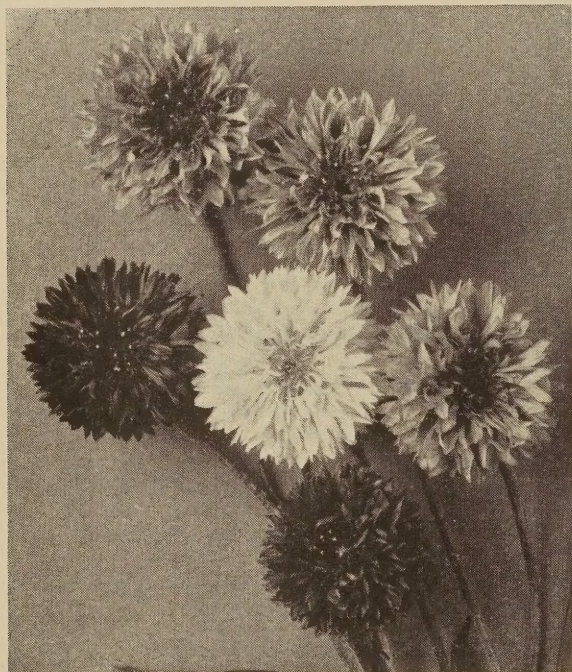
BLUE CAP. Very dwarf. Bright blue. Pkt. 15c.

DWARF WHITE. About 8 inches. Pkt. 10c.



Anchusa (Italica Dropmore.) Perennial. Tall. Sky-blue. Pkt. 15c; ¼ oz. 35c.

Anchusa (Blue Bird.) Annual. Pkt. 15c; ¼ oz. 30c.



BACHELORS BUTTON

(CENTAUREA CYANUS)

Prices: Any color, or Mixed. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

BLUE BOY. Rich blue. Fine for cutting.

BLACK BOY. Large blackish maroon.

PINKIE. Deep pink. Keeps well cut.

RED BOY. Deep red. Oh, Boy!

SNOW MAN. "What's in a name?" White.

MANY COLORS MIXED. Super fine.

Jubilee Gem Compact plants. Double blue flowers. Pkt. 10c.

SWEET ALYSSUM

Royal Carpet The All-America medal winner that has leaped into popularity since its introduction last year. Its spreading, carpet-like growth makes a luxuriant patch of color in the garden. See color illustration. Pkt. 25c.

"BASKET OF GOLD." (Perennial.) Golden yellow, 9 to 12 in. Pkt. 10c; ¼ oz. 40c.

"CARPET OF SNOW." Only 3 inches high. Each plant spreads out like a pancake. Pkt. 10c; ¼ oz. 40c.

"LITTLE DORRIT." 4 to 5 inches tall, sweet scented white flowers. Pkt. 10c; ¼ oz. 30c.

"VIOLET QUEEN." Pkt. 15c; ¼ oz. 45c.

Baby Blue Eyes (Nemophila.) Fast growing, early blooming annual. 6 to 8-inch plants bear lovely cup-shaped, sky-blue flowers. Pkt. 10c.

Balsam (LADY SLIPPER.) Grows quickly from seed. Brilliant flowers. Also called "Touch-Me-Not."

DOUBLE MIXED. Pkt. 10c; ¼ oz. 35c.

CALIFORNIA POPPIES

Brilliant Mixture

Best Kinds. Grand. Pkt. 10c; ¼ oz. 25c.

Golden West

Orange. Single. Lovely. Pkt. 10c; ½ oz. 25c.



Calliopsis Showy flowers. Best colors, mixed. Pkt. 10c; ½ oz. 30c.

Candytuft FINE MIXTURE. Pkt. 10c; ½ oz. 35c.

GIANT HYACINTH-FLOWERED CANDYTUFT. Pure white. Pkt. 10c; ¼ oz. 25c.

Calendulas

Campfire Double orange. Scarlet sheen. Pkt. 15c; 1/2 oz. 40c

Orange Shaggy Informal. Pkt. 10c; 1/2 oz. 30c.

Apricot Queen Double Apricot. Pkt. 10c; 1/2 oz. 25c.

Lemon Queen Double lemon. Pkt. 10c; 1/2 oz. 25c.

Masterpiece Large deep orange, brown center. Extra long stem. Pkt. 15c; 1/2 oz. 40c.

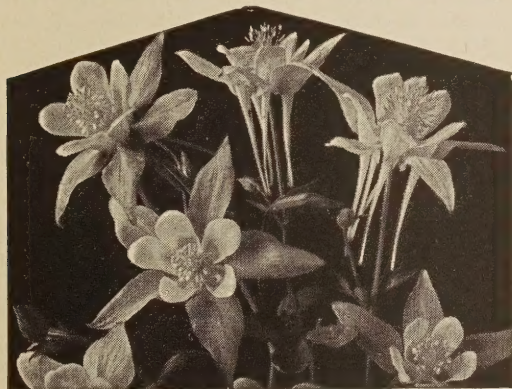
Nankeen Double cream. Pkt. 10c; 1/2 oz. 25c.

Orange King Florist's Giant Strain. Pkt. 15c; 1/2 oz. 40c.

COLLECTION

1 Pkt. each above seven varieties of Calendulas, value 85c, postpaid for..... **70c**

FINEST MIXED CALENDULAS. Grand mixture of types and colors. Pkt. 10c; oz. 30c.



Columbine-- Rocky Mountain

The State Flower of Colorado. Hardy perennial; sepals blue, petals white. Does best in partial shade. Plant early. Pkt. 15c; 1/8 oz. 60c.

Columbine-- Rainbow Blend

An unsurpassed strain in habit, vigor of growth, length of spur and size of flower. Brilliant colors. Pkt. 25c; 1/8 oz. 70c.

Chinese Forget-Me-Not

Rich blue. Blooms from seed in short time. Pkt. 10c; 1/2 oz. 30c.

Canterbury Bells



Biennial "Cup and Saucer" Type

DARK BLUE

ROSE

LIGHT BLUE

WHITE

Prices: Any color or all mixed, Pkt. 15c.

CELOSIA

Pampas Plume A quick growing, pest free, showy cutflower. Giant plumes of mixed hues. See color illustration. Pkt. 20c.

Castor Bean (Rincinus.) Pkt. 10c; oz. 30c.

Cathedral Bells (Cobaea Scandens) Rapid, attractive climber. Lovely lilac bell flowers. Pkt. 10c.

CLARKIA

Charming annual. Bushy plants 20 inches tall bear double flowers, resemble small carnations. Very pleasing for table bouquets. Buds will open after cutting, and last for days in vase. Many colors mixed. Pkt. 15c; 1/4 oz. 40c; 1/2 oz. 75c.

Crested Coxcomb Dwarf plants with bright red combs of immense size. Pkt. 10c.

Evening Primrose Blooms from seed sown early spring to June. The large yellow, fragrant blooms open at twilight. Pkt. 10c; ½ oz. 30c.

Evening Scented Stock Beautiful lilac flowers, emitting a delightful perfume in the evening. The seed pods have two "horns." Pkt. 10c; ½ oz. 25c.

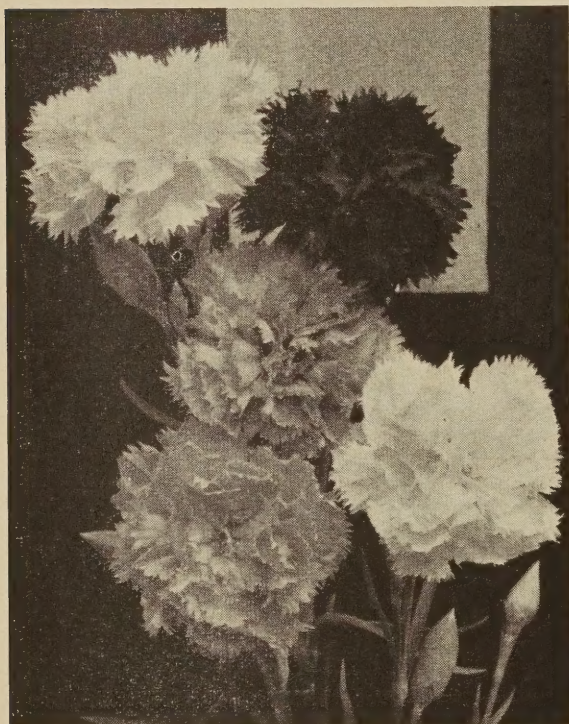
Scarlet Flax (LINUM.) Bright red Annual. Pkt. 10c; oz. 35c.

Blue Flax (Perennial.) About 2 feet high. Has dainty sky-blue flowers on graceful stems, in great profusion, over a long period. Pkt. 15c; ¼ oz. 25c.

Fox Glove Tall perennial with spikes of vari-colored and spotted tube-like flowers. Pkt. 10c.

Gaillardia Portola Hybrids. Shades of bronzy-red, golden tipped. Very robust. Pkt. 10c.

Hardy Carnation



Chabaud's Giants The new strain. Plants thick-set; bearing large double blossoms.

COLORS: Red, Rose-pink, Salmon-rose, White. Separate colors: Pkt. 15c; 2 pkts. 25c. Mixed colors: Pkt. 10c.

MARGUERITE. Double fringed flowers. fragrant. Mixed colors. Pkt. 10c; ⅛ oz. 25c.

Colorful Cosmos



Fiesta Brilliant flowers, gold striped scarlet. New All-America selection. Pkt. 25c.

Sensation Radiance Striking new color combination. Deep rose petals overlaid with zone of rich crimson. Top award winner. Pkt. 25c.

Sensation Pinkie A giant rose-pink. An early bloomer. Long strong stems. Pkt. 15c; ¼ oz. 25c.

Sensation Purity A colossal white similar to Pinkie except for color. Pkt. 15c; ¼ oz. 25c.

Sensation Crimson A new color in the super-size Cosmos. Pkt. 15c; ¼ oz. 25c.

Sensation Mixed Splendid. Pkt. 10c; ½ oz. 40c.

Orange Flare Early deep vivid orange. Pkt. 10c; ¼ oz. 25c.

Early Giant Early, large and a rapid grower. Comes in mixed colors only. Pkt. 10c; 3 pkts. 25c; ½ oz. 30c.

Special Collection

1 pkt. each, Radiance, Pinkie, Purity, Crimson Sensation, Orange Flare.....

60c

"Forget-Me-Not" Hardy perennial. Blooms first year. Color blue. Pkt. 10c.

Four o'Clock Good old-fashioned easy-to-raise flowers. Mixed colors. Pkt. 10c; oz. 40c.

DELIGHTFUL DELPHINIUMS

Sow outdoors early in spring. Plants live over winter, increase in size and vigor.

The forms are as varied as the colors, many blossoms with a double set of petals, the two sets often different in color.

Pacific Giants Mixed

Huge flowers beautifully spaced on well branched spike. Thin woody stems. Practically all double. Mildew resistant to a large degree. Doubtless the most spectacular strain to date. Mixed colors, in charming variety. Pkt. 25c; $\frac{1}{8}$ oz. \$1.25.

Pacific Giants in Colors

Black Knight Series Tall graceful spikes in varying shades of deep blue to violet. Pkt. 35c.

Blue Bird Series Medium blue, white bee. Pkt. 35c.

Galahad Series Giant glistening white with white bee. Large symmetrical spikes. Pkt. 35c.

King Arthur Series Royal violet, white bee. Pkt. 35c.

Summer Skies Series Large tapering spikes of clear light blue with white bee. Pkt. 35c.

Belladonna Turquoise - blue, single flowers. Pkt. 15c.

Bellamosum Like Belladonna, but rich deep blue. Pkt. 15c.

African Daisies (Annual)

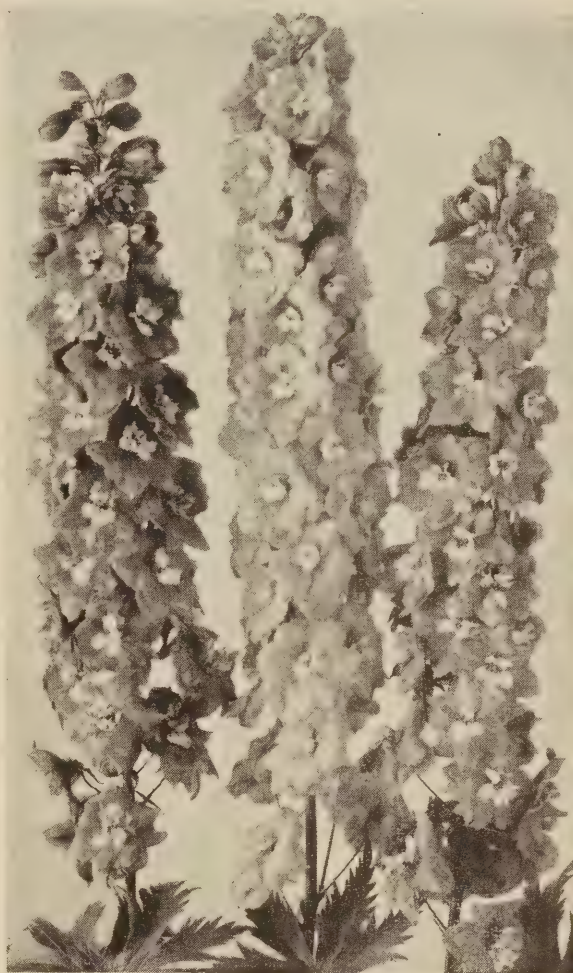
GOLDEN AFRICAN. Orange-gold with black zone around center. Pkt. 10c; $\frac{1}{4}$ oz. 30c.

Painted Daisies (Annual)

These Painted Daisies (Single Annual Chrysanthemums) are splendid for cutting.

ALL COLORS MIXED. Pkt. 10c; $\frac{1}{4}$ oz. 25c.

Shasta Daisy White perennial. Pkt. 10c; $\frac{1}{4}$ oz. 35c.



Geum (Mrs. Bradshaw.) Perennial. Double orange-scarlet flower. Pkt. 10c.

Geum (Lady Stratheden.) Flowers golden yellow. Pkt. 10c.

GODETIA

ANNUALS. SOW OUTDOORS

Dwarf Double Sow same as asters. Thin to foot apart. Each plant makes a bush about a foot high. Lovely colors mixed. Pkt. 15c.

Tall Double Brilliant flowers are attached along the stem and open from bottom to tip of stem, something like the Gladiolus. Can be cut in bud. Choice Mixed. Pkt. 10c.

GOURDS Galore



Small Gourds

PRICES: All Gourds at Pkt. 10c; oz. 50c.

SMALL MIXED. All shapes and colors.

Large Gourds

DISH CLOTH. May be used like a sponge.

LARGE MIXED. Variety of large sorts.

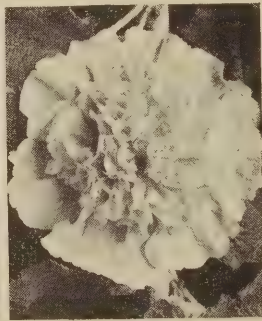
LARGE AND SMALL MIXED. All sizes, shapes and colors.

Double Hollyhocks

Plant April to June. Bloom second year.

| | |
|------------------|-------------|
| BLACK | MAROON |
| *COLORADO SUNSET | RED (Grand) |
| LILAC BEAUTY | WHITE |
| NEWPORT PINK | YELLOW |

*"Colorado Sunset." A creamy-copper blend. Prices: Any color or mixed. Pkt. 10c; 3 Pkts. 25c; 1/4 oz. 60c.



Annual Hollyhock

Indian Spring A new true annual Hollyhock. The semi-double blooms range from pale pink to crimson-rose. Mixed. Pkt. 15c; 2 pkts. 25c.

Gypsophila (Baby's Breath)

Graceful plants with tiny fairy-like flowers. For combining with sweet peas, etc.

ANNUAL WHITE. Sow this every few weeks for constant supply. Pkt. 10c; 1/4 oz. 25c.

ANNUAL PINK. Same as above, but dainty pink. Pkt. 15c.

PERENNIAL WHITE DOUBLE. About one-fourth come double flowers. Balance may be pulled out if not desired. The kind for drying for winter use. Pkt. 30c; 2 Pkts. 50c.

Baby Snapdragons

(Linarias—Annual)



The dainty flowers resemble miniature Snapdragons. Blooms 8 weeks from seed. Thin to 8 inches.

EXCELSIOR, MIXED. Colors range through crimson and gold, pink, mauve, dark blue and chamois and rose. Pkt. 10c.

FAIRY BOUQUET. Greatly improved by more compact growth, and extra large flowers of a great variety of distinct colors. Very quick to bloom. Lovely mixture. Pkt. 15c.

Love-In-A-Mist (Nigella.) Rich blue double flowers amid feathery foliage. Pkt. 10c.

Mignonette SPECIAL MIXTURE. Fine. Pkt. 5c; 1/2 oz. 25c.

Long's "Hit or Miss" A "Surprise" mixture of many kinds flower seeds—as one customer said, "It's all hit and no miss." something new nearly every day after begins to bloom. Makes a hit with all who try it. Pkt. 10c; 1/4 oz. 30c; 1/2 oz. 50c.

Iceland Poppies

While Iceland Poppies are hardy perennials, they flower the first year from seed, blooming almost as quickly as the annual sorts.

Useful for cutting, for which purpose pick when in bud. If the seed pods are picked off, they continue in flower the entire season.



Imperial Jewels Most outstanding Iceland Poppy to date. Yellow, orange, pink, salmon, rose, red, and pastel shades, hues of apricot, buff, etc.

Flowers beautifully frilled and fluted, many semi-double, and all very large. Pkt. 20c; $\frac{1}{8}$ oz. 70c.

"Pastel Shades" Special mixture. Very lovely. Pkt. 20c; $\frac{1}{8}$ oz. 80c.

El Monte Deep tangerine-orange, distinct in color from others. Large. Pkt. 15c; $\frac{1}{8}$ oz. 60c.

Sanford's Giants A grand giant strain. Strong stems, giant blooms. Many lovely shades and tints, mixed. Pkt. 15c; $\frac{1}{8}$ oz. 70c.

Sunbeams Shades of orange, salmon, Pkt. 15c; $\frac{1}{8}$ oz. 60.

Yellow Wonder Rich lemon-yellow, long stems. Pkt. 15c; $\frac{1}{8}$ oz. 80c.

Iceland Poppy Collection

One Pkt. Each Above 6 Kinds 70c.

Mammoth Meandering Morning Glories



Mammoth "Heavenly Blue"

The most popular giant Morning Glory. Clarke's Early Strain, developed at Denver, is the kind we offer. It's immense. And beautiful. Pkt. 10c; $\frac{1}{2}$ oz. 40c; oz. 75c.

Mammoth "Cornell"

Color, red with white border, the colors of Cornell University—good old Cornell! Pkt. 15c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 60c.

Crimson Rambler White throat. Free bloomer. Pkt. 10c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c.

Mammoth "Scarlet O'Hara"

The large flowers are freely produced on fast growing vines. Pkt. 10c; $\frac{1}{2}$ oz. 60c.

Mammoth "Pearly Gates"

"Something NEW Has Been Added" Shining all-white Enormous flowers. Pkt. 15c.

Double "Rose Marie"

Deep rose Morning Glory of medium size. Pkt. 10c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c.

"Patriotic Mixture"

Heavenly Blue, Scarlet O'Hara and Pearly Gates mixed. Large Pkt. 25c.

Tall Mixed Fine mixed Morning Glory. Pkt. 5c; oz. 20c.

Dwarf Mixed For beds or borders. Mixed. Pkt. 5c; oz. 25c.



Annual Larkspurs

Just sow the seed out in the garden in April or early May. You will have a grand display from midsummer until killing frost. Thin to 12 inches.

These Tall Annual Larkspurs (3 to 5 feet high) not only brighten up your garden, but are also splendid for cutting. They branch from the base and have very long flower stems.

- Super Majestic Rose-Pink** Sensational true branching type. Can be grown 5 to 6 feet tall. The long clean stems bear enormous Rose-Pink blossoms. Pkt. 15c; $\frac{1}{4}$ oz. 40c; $\frac{1}{2}$ oz. 70c.
- Super Majestic Lavender** Same type, size and loveliness as Rose-Pink. Pkt. 15c; $\frac{1}{4}$ oz. 40c; $\frac{1}{2}$ oz. 70c.
- Super Majestic White** A colossal WHITE in the super Majestic classy type. Pkt. 20c; $\frac{1}{4}$ oz. 50c; $\frac{1}{2}$ oz. 80c.
- Giant Imperial Lilac King** A Super Lilac. Upright, branching King type. Double florets. Pkt. 15c; $\frac{1}{4}$ oz. 40c; $\frac{1}{2}$ oz. 70c.
- Big Four Collection, 50c** One pkt. each above four wonderful Annual Larkspurs (value 65c) for 50c.

Regal Strain LARKSPURS

This new strain of Larkspur has tremendously long spikes of huge, well spaced Delphinium-like florets. Vigorous and early. Available in the following colors:

| | | |
|-----------|------------------|-------------|
| | Pink | |
| Dark Blue | Rose | Salmon Rose |
| Lilac | and Mixed Colors | White |

Regal Strain Prices: Pkt. 20c; $\frac{1}{4}$ oz. 50c; $\frac{1}{2}$ oz. 90c.



Double Imperial LARKSPURS

- Blue Spire** Intense Oxford deep Blue. Pkt. 10c; $\frac{1}{4}$ oz. 30c.
- Carmine King** Rich Carmine-Salmon. Pkt. 10c; $\frac{1}{4}$ oz. 30c.
- Dazzler** Bright carmine. Early. Fine for cutting. Pkt. 10c; $\frac{1}{4}$ oz. 35c.
- Gloria** Lovely deep rose with no trace of Carmine. Pkt. 10c; $\frac{1}{4}$ oz. 35c.
- Lilac Queen** Rich lilac, shading to blue. Pkt. 10c; $\frac{1}{4}$ oz. 35c.
- Los Angeles** Rose with salmon sheen. Pkt. 10c; $\frac{1}{4}$ oz. 25c.
- Miss California** Deep Rose-Salmon. Pkt. 10c; $\frac{1}{4}$ oz. 35c.
- Salmon Pink** New Cockade type. FINE. Pkt. 10c; $\frac{1}{4}$ oz. 40c.
- White King** Magnificent Hollyhock-type. Pkt. 10c; $\frac{1}{4}$ oz. 35c.
- Beautiful Blend** Mixture of these fine Larkspurs. Pkt. 10c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c; oz. 70c.
- "Snappy Seven" Collection**

Our selection of 7 ten cent Pkts. Larkspurs (assorted colors), plus one Pkt. "Beautiful Blend"—all for 55c, prepaid.



(Bodger's GIGANTEA Orange Double)

Gigantic Tall Double "Pot of Gold" Orange Marigold

Can be grown to 5 inches or larger in any good garden. Has been grown 7 inches with special care.

COLOR DEEP RICH ORANGE. Flowers delicately sweet scented. Grand for garden display and superb for cutting. Will keep for 10 days or longer when cut.

PLANTS STRONG AND UPRIGHT GROWING, with 6 or 8 heavy branches, each bearing 3 or 4 giant flowers. A masterpiece. Pkt. 15c; $\frac{1}{4}$ oz. 70c; $\frac{1}{2}$ oz. \$1.25.

Mammoth Marigolds Mixed. Sunset Giants

Similar to and almost as large as Gigantic Tall "Pot of Gold." Many blooms fully as large. Mixed colors of orange, primrose, lemon-yellow. Plants vigorous. Strong stems. Pkt. 15c; $\frac{1}{4}$ oz. 50c; $\frac{1}{2}$ oz. 90c.

Dazzling Dwarf Marigolds. Gypsy Jewels

Plants of bushy type. Blooms large, in wide range brilliant shades of orange, yellow, primrose. Pkt. 15c; $\frac{1}{4}$ oz. 40c; $\frac{1}{2}$ oz. 75c.



Chrysanthemum Flowered Marigolds

This lovely type is well illustrated above. Almost perfect balls. Blooms so hard and firm that they keep many days when cut. Many long flower stems to each plant.

Mission "Goldsmith" Lovely orange.

Mission "Yellowstone" Golden yellow.

Mission Mixed Shades of orange and gold.

"Marigold-Mum" Lemon-yellow. Very fine.

PRICES: Any the above 4 Chrysanthemum flowered kinds: Pkt. 15c; $\frac{1}{4}$ oz. 60c.

Marigolds as cut flowers. Few flowers keep longer after being cut. For days and days Marigold blooms look as fresh as though in the garden. Change water often.

Marigold Specials

All 15c Pkts.: 5 or more at 12c Pkt. alike or assorted. All 10c Pkts.: 5 or more at 8c Pkt. alike or assorted. Both pages.

Guinea Gold Orange. Carnation-flowered. Pkt. 10c; $\frac{1}{4}$ oz. 30c.

Yellow Supreme An old favorite. Pkt. 10c; $\frac{1}{4}$ oz. 30c.

Dwarf "Pot O' Gold" Bushy plants about 14 in. Large orange double. Pkt. 10c; $\frac{1}{4}$ oz. 40c.

Legion of Honor (Little Brownie) Dwarf. Red and Gold. Single. Pkt. 10c; $\frac{1}{4}$ oz. 30c.

Gold Medal Blend Many new kinds "ALL-IN-ONE" mixture. Pkt. 10c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c.

Crown of Gold Medium size. Odorless Pkt. 10c; $\frac{1}{4}$ oz. 40c.

Harmony Yellow border maroon. Semi-dwarf. Pkt. 10c; $\frac{1}{4}$ oz. 30c.

Nasturtiums



Golden Gleam The original sweet scented Nasturtium.

Mahogany Gleam Dark Mahogany red.

Salmon Gleam A lovely golden salmon.

Scarlet Gleam Immense blossoms of orange scarlet.

Double Gleam Hybrids A grand and glorious mixture.

Golden Gem A golden yellow. Plants dwarf. Double.

Ruby Gem Dwarf, compact plants. Large double flowers.

Double Gem Mixture Sweet-scented.

Nasturtium Prices

Any of the Above: Pkt. 10c; oz. 35c.

Nasturtium Collections

1 Pkt. each above..... **60c**

$\frac{1}{2}$ oz. each above..... **\$1.25**

Nasturtiums, Tall--Single

Mixed. Pkt. 10c; 1 oz. 20c; $\frac{1}{4}$ lb. 60c.

Nasturtiums, Dwarf--Single

Mixed. Pkt. 10c; 1 oz. 20c; $\frac{1}{4}$ lb. 60c.

Super Pansies



Pansy prices: All kinds (except Colorado Sensation) at: Pkt. 25c; $\frac{1}{16}$ oz. \$1.00; $\frac{1}{8}$ oz. \$1.80; $\frac{1}{4}$ oz. \$3.40; $\frac{1}{2}$ oz. \$6.00; oz. \$10.00.

Canadian Giants (Improved Maple Leaf.) Leaves large and lush. Large flowers with good range of colors.

Mammoth Swiss Giants A superior strain of Swiss Giants featuring more compact foliage, larger flowers and better color range than the usual Swiss Giants.

Swiss Giants in Separate Colors
THUNDERSEA. Rich medium blue, dark center.

ALPENGLOW. Rich wine-red shades.

CORONATION GOLD. Flowers pure golden yellow.

SWISS PURE WHITE. Best pure white.

BERNA. Velvet purple.

Mile High Super Giants An outstanding strain, developed in Colorado, that produces extra large blooms. Excellent range of colors with large compact foliage.

Mile High Super Giant Yellow
Extra large yellow with dark center.

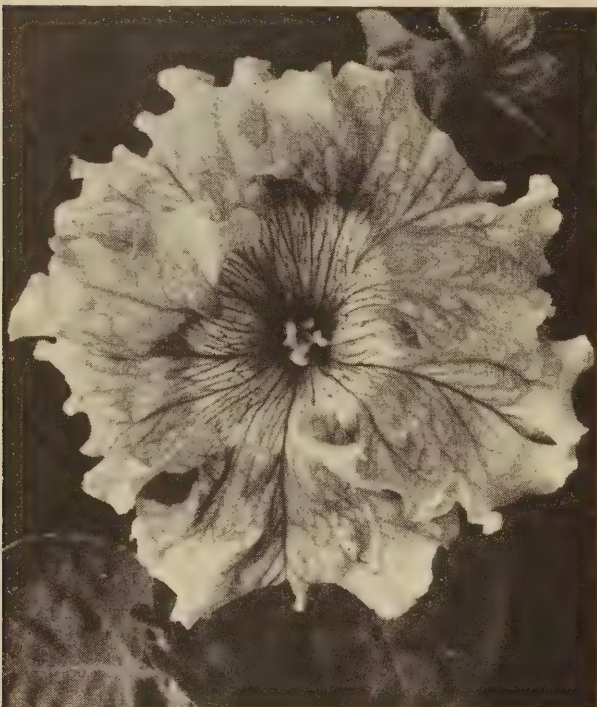
COLORADO SENSATION

Developed by Frank Giller, one of the nation's leading pansy hybridizers, this new strain features a sensational color range including gorgeous shades of red, pastels and fascinating shaded colorings. This is a compact, broadleaf strain with an abundance of extra large blooms that are ruffled and stand erect on good strong stems.

Available in the originator's sealed packages.

Packet, 50c; larger trade packet, \$1.00; $\frac{1}{8}$ oz. \$2.00; $\frac{1}{4}$ oz. \$3.50; 1 oz. \$12.00.

SUPERB PETUNIAS



Howard's Star Dark velvety purple, blotched with white.
Pkt. 10c.

Fire Chief Brilliant beautiful red. Plants compact, about one foot high, bearing flowers profusely.
Pkt. 20c.

Topaz Rose Vivid rose, suffused gold, topaz throat. Pkt. 15c.

Rosy Morn Soft rose-pink, light throat. Pkt. 10c.

White Queen Similar to Rosy Morn. White. Pkt. 10c.

Rose of Heaven Similar to Rosy Morn. Deeper pink.
Pkt. 10c.

Violet Petunia Beautiful deep violet.
Pkt. 10c.

Miniature "Rose Gem" Compact
Pkt. 15c.

Choice Mixed Splendid mixture. A stunning array of colors. Pkt. 15c; $\frac{1}{16}$ oz. 30c; $\frac{1}{8}$ oz. 50c.

Balcony Petunias

Mixed colors: Pkt. 15c; 2 for 25c.

Giants of California

Wonderful colors and markings! Some delightfully ruffled and frilled. Pkt. 40c.

LOVELY ANNUAL POPPIES

AMERICAN LEGION. Dazzling orange-scarlet; very large. An improved "Flinders." Pkt. 10c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c.

SHIRLEY. Single. Mixed. Pkt. 10c; $\frac{1}{4}$ oz. 25c.

DOUBLE SHIRLEY ROSE. Pkt. 10c.

DOUBLE SHIRLEY SALMON. Pkt. 10c.

DOUBLE SHIRLEY MIXED. Pink, lavender, purple, crimson, etc. Pkt. 10c; $\frac{1}{4}$ oz. 30c.

Oriental Perennial Poppies

ORIENTALE. Bright orange-scarlet with purplish black center. Pkt. 15c; $\frac{1}{8}$ oz. 25c.

SALMON SHADES. New. Very large blooms. 5 to 6 inches. Vigorous grower. 40 inches, salmon-pink shades. Pkt. 25c.

CHOICEST MIXED. Fiery red, scarlet, crimson, orange-scarlet, salmon. Pkt. 20c.

Portulaca (ROSE MOSS.) SINGLE MIXED. Pkt. 10c; $\frac{1}{8}$ oz. 25c.



Portulaca FINE DOUBLE MIXED. Pkt. 15c.

Novelty Portulaca -- JEWEL

Extremely large glowing rich crimson. Pkt. 25c.

ANNUAL PHLOX

Salmon Glory The flowers are unusually large, up to $1\frac{1}{4}$ or even $1\frac{1}{2}$ inches across. (Thin to 12 inches for best results.) The color is pure salmon-pink, with creamy-white eye, one of the most beautiful combinations ever seen. Pkt. 25c.

Art Shades Blossoms very large, up to $1\frac{1}{2}$ inches, are produced on strong trusses of bushy plants. Grand range of pastel colors—salmon, apple blossom, rose, light blue, and other art shades. Pkt. 25c.

Grandiflora Many lovely colors. Mixed. Pkt. 15c.

FOLD ON THIS LINE SECOND

STATE

CITY

P. O. BOX

R. F. D. No.

STREET

FROM

J. D. Long Se

Bo

FOLD ON THIS

TERMS: Cash with order,

SHALL WE SUBSTITUTE: If cannot supply kind ordered, shall we send another, subject to your approval?

Your answer _____

BOULDER, COLORADO

Amount Enclosed

ॐ

R. D. No.

Box

Date _____

-19-

Express Office

NAME OF VARIETY**PRICE**

please

LINE LAST

ed Company
oulder, Colorado

PUT
A 3¢
STAMP
HERE

FOLD ON THIS LINE FIRST

Annual Scabiosas



"Blue Moon" The very large well-formed double flowers are composed entirely of broad, frilly petals. Tall upright plants, very long heavy, wiry stems. Fine for cutting. Pkt. 20c.

Loveliness Shades of rose and salmon. Pkt. 10c; ¼ oz. 30c.

Rosette Giant deep rose. Pkt. 15c; ¼ oz. 50c.

Shasta Enormous snow white. Pkt. 10c; ¼ oz. 25c.

Salmon Beauty Huge. SALMON. Pkt. 15c. ¼ oz. 60c.

Giant Hybrids Giant flowers, mixed. Pkt. 10c; ¼ oz. 40c.

STATICE (Sea Lavender)

Latifolia. Airy light blue. Known also as lavender Baby's Breath. Fine for combining with other flowers, especially with Glads. Pkt. 10c; ⅛ oz. 35c.

Salpiglossis (VELVET TRUMPET.) Mixed colors. Pkt. 10c.

Salvia (SCARLET SAGE.) Bedding plant. Fiery red spikes. Pkt. 15c.

Hardy Perennial Blue Salvia

SALVIA AZUREA. 3 to 4 feet. Sky-blue. Blooms first year if seed sown early. Pkt. 20c.

ROYAL SWEET SULTANS

(Centaurea Imperialis)

Finest of all Sweet Sultans for cut flower purposes. Charming for garden also.

Seed may be sown in the open garden after ground warms up, but longer season of bloom will be enjoyed if plants are started indoors.

Mixed colors: Pkt. 10c; ¼ oz. 30c.

'Chrysanthemum' Sunflower'

Rich golden yellow flowers, 5 to 8 inches, fully double, that rival gorgeous dahlias in size and splendor. Petals beautifully quilled.

Many branches, each carrying a gorgeous golden flower. Pkt. 10c.

Super Giant RUST-PROOF

Snapdragons



ALASKA. New white. Pkt. 15c.

CANARY BIRD. Yellow. Pkt. 15c.

LOVELINESS. Rose pink. Pkt. 15c.

BONFIRE. Rich scarlet. Pkt. 15c.

COPPER SHADES. Many shades from copper-orange to coppery-gold. Pkt. 15c.

PINK SHADES. Pure shade of pink. Pkt. 15c.

SUPER GIANT MIXED. Rustproof. Pkt. 15c.

Collection One Pkt. each above Snapdragons for 75c.

TITHONIA "Torch"



All-America winner "Torch" makes a hit wherever grown. Brilliant orange-scarlet flowers are borne on long stout stems of a compact waist high plant. Cut flowers will last several days. Culture directions: same as for zinnias. Pkt. 20c.

'Straw Flowers'

(Helichrysum.) Very ornamental in garden, easily grown from seed sown outdoors. Particularly valuable for winter bouquets.

Important: Cut the flowers when partly open. Hang them up dry in dark place.

PRICES: Any color, or all mixed. Pkt. 10c; 1/4 oz. 30c; 1/2 oz. 50c.

GOLDEN GLOBE. Large, golden yellow.

SILVER GLOBE. Chaste, silvery-yellow.

"CHRISTMAS RED." Very popular color.

ALL KINDS MIXED. Splendid.

Seeds for Rock Gardens

Rock Garden Seeds. Annuals, in mixed varieties and colors. Pkt. 10c.

Rock Garden Seeds. Perennials, in mixed varieties and colors. Pkt. 20c.

Vivid Verbenas

GIANT LAVENDER. (Lavender Glory.) True lavender with white eyes.

GIANT PINK (Luminosa). Luminous flame pink, shading to salmon.

GIANT RED. (Lucifer.) Vivid scarlet.

GIANT ROYAL BLUE. (Royale.) Royal blue, with creamy yellow eye.

GIANT WHITE. (Waller-Franklin.) Large.

GIANT VIOLET. Deep violet with white eye.

PRICES: Any above 6 kinds: Pkt. 15c.

GIANT MIXED. Pkt. 10c; 1/8 oz. 40c; 1/4 oz. 70c.

Sweet Williams



SINGLE MIXED. Pkt. 10c; 1/4 oz. 30c.

DOUBLE MIXED. (Not all double.) Pkt. 15c.

Giant Flowered Very large. Fine Best Mixed. Pkt. 20c.

Wild Cucumber Quick growing. Pkt. 10c; oz. 30c.

Stocks "Cut and come again" fragrant annual. Profuse bloomer.

DWARF LARGE TEN WEEKS STOCKS.

BLOOD RED **PEACH BLOSSOM**

CARMINE PINK **WHITE**

LAVENDER **MIXED COLORS**

Your choice any color or mixed. Pkt. 10c.

Giant Flowered Spencer SWEET PEAS

PRICES. All Sweet Peas... **Pkt. 10c**

Ounce 30c; 2 Oz. 55c; 4 Oz. \$1.00.
(Not less than Oz. of a kind at Oz. prices)

BONNY BRIAR. Rose-pink, of immense size.
CHARMING. Large rosy cerise.
ECSTASY. Blush pink.
FLAGSHIP. True clear deep navy-blue.
GIGANTIC. Grand mammoth white.
GRAND SLAM. Large cerise-scarlet.
HEAVENLY BLUE. Delphinium-blue.
HIGHLANDER. Lavender.
LADY MACBETH. Red, shaded salmon.
MARY PICKFORD. Cream-pink, and salmon.
MRS. R. BOLTON. Deep almond pink.
PEGGY ANNE. Salmon pink.
PINKIE. Rich rose-pink.
PRINCE OF ORANGE. Golden orange.
RED SUPREME. Deep crimson.
WELCOME. Bright dazzling scarlet.

Ruffled Spencers

FLUFFY RUFFLES. Dainty cream-pink.
Wonderfully frilled and ruffled.
LADY RUFFLES. Exquisite soft pink on
white ground. Scottish Gold Medal.
RUFFLED BEAUTY. Cream-pink with a
sheen of bright lilac. Charming effect.
RUFFLED CARMINE. Bright carmine-rose.
Frilled and ruffled. Long stems.
RUFFLED ORCHID. Lavender-rose with
pastel-mauve sheen.
RUFFLED PRIMROSE. The new ruffled
black-seeded cream or primrose.
RUFFLED ROSE. Exquisite ruffled blooms
of soft, rich rose color.
RUFFLED WHITE. New ruffled white
mostly with duplex and triplex standards.
RUFFLED COLLECTION. One Pkt. each of
the 8 Ruffled Spencers, 60c.

GIANT RUFFLED MIXED. Pkt. 10c; Oz. 30c.

CUTHBERTSON SPENCERS. New type especially good for flowering during hot weather. Mixed colors. Pkt. 10c; oz. 30c.



"Early Bird Spencers"

They bloom extra early. Large blossoms.
AMETHYST. Rich royal purple.
AVIATOR. Dazzling crimson-scarlet.
GLITTERS. Bright fiery orange.
HARMONY. Clear lavender.
MAJESTIC ROSE. Giant rose-pink.
SHIRLEY TEMPLE. Soft rose-pink.
SNOWSTORM. Best early White Spencer.
"EARLY BIRD" MIXED. Pkt. 10c; Oz. 30c.

"Lovely 'Leven" Spencers

'Leven Packets Lovely Spencers, 75c.
For "good measure" a Pkt. of Shirley Temple, all for 75c. (Our selection of kinds.)
Just say, "Lovely 'Leven" for 75c.
Larger lots "Lovely 'Leven." Half ounce each of these 'leven Spencers, with one Pkt. Shirley Temple, extra, for good luck for \$1.50.

"33-in-1" Spencer Mixture

Pkt. 10c; Oz. 30c; 1/4 Lb. 90c.

NITRAGIN BACTERIA

Tends to improve germination, growth and production of Peas, Beans and Corn. Is much used to treat Sweet Peas before planting. Directions on package. One package will treat up to 4 pounds of seed. Pkg. 15c, prepaid.

ZINNIAS

**All Zinnias on This Page,
Pkt. 10c**

Dahlia-Flowered Zinnias

CANARY BIRD. Immense primrose.
CRIMSON MONARCH. Gigantic red.
DREAM. Deep lavender, turning purple.
EXQUISITE. Light rose, center deeper.
GOLDEN DAWN. Golden-yellow on brown.
ORIOLE. Orange and gold bicolor.
POLAR BEAR. Pure white. Very large.
SCARLET FLAME. Bright scarlet-orange.
MIXED DAHLIA-FLOWERED. Above mixed.

LONG'S Mammoth Zinnias

(Also called California Giants)

BRIGHTNESS. Bright pink, lovely.
LAVENDER GEM. Deep lavender.
ORANGE QUEEN. Golden orange.
PURITY. Biggest white.
SALMON QUEEN. Salmon-rose.
SCARLET GLOW. Deep scarlet.
VIOLET QUEEN. Deep purple.
MIXED MAMMOTH. Above, mixed.

Darling Cupid Zinnias



Compact plants about 1 ft. tall. Double flowers, about 1 in. Very floriferous.

TINY TIM. Glowing shade of brilliant scarlet.

PIXIE. Very attractive bright yellow.

SNOWDROP. Pure clear white.

CUPID MIXTURE. All colors, mixed.

Lilliput (Pompon) Zinnias

Small, compact flowers on strong stems. Fine for cutting. Keep long time.

CANARY YELLOW. Fine for cutting.

RED RIDING HOOD. Bright scarlet.

SALMON-ROSE. Loveliest of all.

ROSEBUD. Bodger's rose-pink.

VALENCIA. A real deep burnt orange.

WHITE GEM. Best white Lilliput.

MIXED LILLIPUTS. Above, mixed.



Lilliput Pastel Shades

Apricot, peach, creamy yellow salmon, rose, orchid, mixed. Pkt. 10c; 1/4 oz. 35c; 1/2 oz. 60c.

Red Zinnia -- "Will Rogers"

A fine giant scarlet-red of unusual brilliance in the popular Dahlia-flowered giant type. Pkt. 10c; 1/4 oz. 40c; 1/2 oz. 75c.

Fantasy Zinnia -- "Wild Fire"

Vivid "Ragged-Red." Brightens up the garden like nobody's business! Pkt. 10c; 1/4 oz. 45c.

Fantastic "Fantasy" Zinnias

Fantasy is a happy-go-lucky, shaggy type. Mixed colors. Pkt. 10c; 1/4 oz. 35c.

Zinnias Priced by Weight

| | 1/4 oz. | 1/2 oz. | 1 oz. |
|--------------------|---------|---------|--------|
| DAHLIA FLOWERED .. | \$0.40 | \$0.70 | \$1.20 |
| LONG'S MAMMOTH ... | .40 | .70 | 1.20 |
| LILLIPUTS | .35 | .60 | 1.00 |
| CUPIDS | .40 | .75 | 1.30 |

ZINNIA PERSIAN CARPET



Zinnia Persian Carpet

(ALL-AMERICA WINNER). Fully double, ball-shaped flowers of the miniature type in a sparkling range of variegated color combinations with many rich shades as well as gold, bronze and orange. Pkt. 25c.

Giant Cactus Flowered Burpee Hybrids

VARIED MIXTURE of large cactus or chrysanthemum flowered type with gorgeous range of colors and color combinations. See cover. Pkt. 25c; ¼ oz. 55c; ½ oz. 95c; oz. \$1.75.

Peppermint Stick Zinnia

MEDIUM-SIZED robust plants bearing flowers striped in various entrancing color combinations. Approximately 70% striped. Pkt. 20c; ¼ oz. 50c; ½ oz. 90c; oz. \$1.75.

Giant Zinnias -- Pastel Tints

Crown O' Gold Type

IMMENSE FLOWERS, borne profusely on robust plants. Finest of all pastel tints in the super-Zinnia class. Pkt. 15c; ¼ oz. 40c; ½ oz. 75c; oz. \$1.30.

BLAZE ZINNIA



Only All America winner for 1954, Blaze Zinnia is a brilliant mandarin-red which softens to scarlet-orange as the flowers attain size. Free blooming. Pkt. 35c.

"Full Meal" Tablets



FULTON'S PLANTABBS provide all of the food elements essential to stimulate healthy plant growth, increase vigor and blooms, plus Vitamin B₁, and root-producing hormones.

A complete, balanced food and tonic for everything that grows in soil. Safe to use, guaranteed not to burn. Each tablet is a FULL MEAL and may be either planted in the soil like seed or dissolved and used as a rich liquid fertilizer.

Clean, odorless, convenient. Use Fulton's Plantabbs and enjoy the finest plants, flowers and vegetables you ever had.

| | |
|-------------------|-----------------------|
| 30 Tablets....25c | 200 Tablets...\$1.00 |
| 75 Tablets....50c | 1000 Tablets...\$3.50 |

LONG'S VEGETABLE SEEDS



ASPARAGUS

Seed Pkt. 10c; $\frac{1}{4}$ lb. 70c; lb. \$2.50. (No asparagus roots this year.)



BOUNTIFUL BEANS

All Beans Priced Prepaid

TOPCROP Gold Medal Winner. Extremely resistant to disease and adverse climatic conditions. This prolific new bean is highly recommended for market growers as well as home gardeners. Pkt. 10c; $\frac{1}{2}$ lb. 40c; lb. 70c; 5 lbs. \$3.25.

Brittle Wax -- Yellow Pod

Long round fleshy pods, almost as brittle as icicles. Bean white, dark eye.

Pkt. 10c; $\frac{1}{2}$ lb. 40c; lb. 70c; 5 lbs. \$3.00.

Giant Stringless -- Green Pod

Beans light brown. Pods long, round, meaty, tender. Delicious.

Pkt. 10c; $\frac{1}{2}$ lb. 35c; lb. 65c; 5 lbs. \$2.80.

Tendergreen -- Green Pod

Very long, almost straight, plump, dark green entirely stringless pods. Superb.

Pkt. 10c; $\frac{1}{2}$ lb. 35c; lb. 65c; 5 lbs. \$3.00.

Kentucky Wonder -- Pole

Still the favorite pole bean. Green pods in clusters. Cook tender. Delicious flavor.

Pkt. 10c; $\frac{1}{2}$ lb. 35c; lb. 65c; 5 lbs. \$3.00.

"Baby Lima" -- Henderson's

The small seeded delicious "Butter Bean." Easy to grow. Plants bear long time.

Pkt. 10c; $\frac{1}{2}$ lb. 35c; lb. 65c; 5 lbs. \$2.80.

Burpee's Bush Lima

Thick seeded or "potato type." Improved strain. Plant so eye is up.

Pkt. 10c; $\frac{1}{2}$ lb. 40c; lb. 70c; 5 lbs. \$3.00.



BETTER BEETS

PREPAID

Detroit Dark Red Globe shape; smooth; dark red; tops small. Good for early, medium or late. Splendid for canning. Large Pkt. 10c; oz. 20c; $\frac{1}{4}$ lb. 55c; lb. \$1.60; 2 lbs. \$3.00.

Early Wonder A splendid extra early variety. Quick growing globe shape. Flesh dark red, and tender. For summer, fall and winter. Large Pkt. 10c; oz. 20c; $\frac{1}{4}$ lb. 55c; lb. \$1.60; 2 lbs. \$3.00.

STOCK BEETS

(Also Called Mangels)

Mixed Varieties. Pkt. 5c; oz. 15c; $\frac{1}{4}$ lb. 40c; lb. \$1.10; 2 lbs. \$2.00; 4 lbs. \$3.60. Prepaid.



CABBAGE

PREPAID

Early Copenhagen Market

Also splendid for winter, if planted later. Pkt. 10c; oz. 40c; $\frac{1}{4}$ lb. \$1.10.

Extra Early Golden Acre

Plants compact. Heads round, solid, sweet. Pkt. 10c; oz. 45c; $\frac{1}{4}$ lb. \$1.20.

Danish Round Head Winter

Short Stemmed Hollander. The favorite for late fall and winter. Solid. Good keeper. Pkt. 10c; oz. 45c; $\frac{1}{4}$ lb. \$1.20.

Mammoth Late Flat Dutch

Pkt. 10c; oz. 45c; $\frac{1}{4}$ lb. \$1.20.

Perfection Drumhead Savoy

Heads nearly round. Leaves crimped. Sweet. Pkt. 10c; oz. 45c; $\frac{1}{4}$ lb. \$1.20.

Mammoth Red Rock Winter

The round purple-red heads are excellent. Pkt. 10c; oz. 50c; $\frac{1}{4}$ lb. \$1.50.

Chinese

Or CELERY CABBAGE. Sow in June. Pkt. 10c; $\frac{1}{2}$ oz. 25c.



SWEET CORN

PREPAID

GOLDEN BANTAM. An old standby still good. Improved Colorado strain. Pkt. 10c; ½ lb. 30c; lb. 55c; 5 lbs. \$2.50.

GOLDEN SUNSHINE. Early, large-eared, tender variety. Pkt. 10c; ½ lb. 30c; lb. 55c; 5 lbs. \$2.50.

Spancross -- Early Hybrid

Developed at Connecticut Agricultural College. One of the earliest Hybrids.

Ears medium size, 10 to 14 rows. Medium yellow. Pkt. 10c; ½ lb. 40c; lb. 75c; 5 lbs. \$3.50.

BEST HYBRID SWEET CORN—GOLDEN CROSS BANTAM. Plant this early, medium or late. Or, still better, plant some of it every few weeks for a succession of the finest "roasting ears" from July to killing frosts. Large Pkt. 10c; ½ lb. 40c; lb. 75c; 2 lbs. \$1.45; 5 lbs. \$3.50.

POP CORN, Prepaid

"HULL-LESS." Ears short. Grains slim. Hulls thin. Pkt. 10c; ½ lb. 30c; lb. 55c.

DYNAMITE. (So. American.) Large. Rich yellow. Pkt. 10c; ½ lb. 30c; lb. 55c.

Hybrid Pop Corn

GOLDEN GIANT. Produces more ears and of better quality popping kernels. Pkt. 10c; ½ lb. 50c; lb. 90c.

Brussell Sprouts Tiny cabbages. grow closely on stalks. Pkt. 10c; ½ oz. 25c.



CELERY

Golden -- Self-Blanching One of the best early kinds for fall use. Pkt. 10c; ½ oz. 60c; oz. \$1.00

Giant Pascal Best for winter use. May be blanched with soil, paper or boards. Pkt. 10c; ¼ oz. 45c; oz. 90c.



CARROTS

PREPAID

Chantenay (Improved Red Core). Pkt. 10c; oz. 25c; ¼ lb. 90c; lb. \$3.00.

Danvers Flesh bright orange. Heavy yielder. Pkt. 5c; oz. 25c; ¼ lb. 90c; lb. \$3.00.

Imperator Tops short. Roots cylindrical. Pkt. 10c; oz. 25c; ¼ lb. 90c; lb. \$3.00.

Nantes Orange-red. (Morse bunching type.) Pkt. 10c; oz. 30c; ¼ lb. \$1.00; lb. \$3.20.

Oxheart Short orange roots. Pkt. 5c; oz. 20c; ¼ lb. 70c; lb. \$2.50.



CAULIFLOWER

PREPAID

EARLY SNOWBALL. Main crop variety. Pkt. 20c; ⅛ oz. 55c; ¼ oz. \$1.00; ½ oz. \$1.90; oz. \$3.50.

DRY WEATHER. Later and larger than Snowball. Prices the same.

Cucumbers, Prepaid

Surecrop Hybrid This true hybrid cucumber is outstanding for its vigorous growth. Vines live and produce after other varieties have called it quits. Extremely disease resistant. Cucumbers are long and straight with good color and small seed cavity. Produces up to one-third more than non-hybrid varieties. Pkt. 25c; oz. \$2.75.

Prices: ALL CUCUMBERS BELOW: Pkt. 10c; oz. 25c; ¼ lb. 75c; lb. \$2.50.

Boston Pickling Known also as Chicago Pickling.

Davis Perfect Slim, dark green and crisp.

Early White Spine A good old favorite.

Klondike An extra early white spine variety.

Long Green Improved Good slicer.

West India Gherkin Very small prickly sort, for pickles only. Use when quite young.



LETTUCE

PREPAID

ALL VARIETIES below, except New York and Great Lakes: Pkt. 10c; oz. 25c; ¼ lb. 90c; lb. \$3.00.

Black Seeded Simpson

Grows quickly, making fluffy, loose bunch of tender, creamy leaves of delicate flavor.

Grand Rapids Light green leaves with fringed edges.

Iceberg Similar to Hanson. Crisp and tender. Fine for home gardens.

Prize Head Leaves crimped; tinged brownish-red. Early.

New York Also called Los Angeles, Wonderful, Mountain Iceberg, and Western Iceberg. Leading heading lettuce for market. Pkt. 10c; oz. 30c; ¼ lb. \$1.00; ½ lb. \$1.80; lb. \$3.40.

Great Lakes All-American Bronze Medal Winner. A tight-heading, sure-to-head variety for home and market. Produces fine large heads, well rounded, very solid. Especially resistant to tipburn. Stands the longest of any lettuce without going to seed. Can be used as leaf lettuce at all stages of growth. The attractive crimped leaves are tender and delicious. Fills a long felt want for both back yard gardeners and commercial growers. The most certain to head of all large luscious varieties, often under most adverse condition, and in hot weather. Heads best of course in cooler months. Resistant to tipburn. The thick large leaves fold well over the head. Unlike most kinds, Great Lakes is very slow to run to seed. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.80; ½ lb. \$3.25; lb. \$6.00.

To Make Head Lettuce Head

Lettuce will seldom head in hot weather, unless grown in shade. It is a cool weather plant, doing best very early in spring, or late in fall, as head lettuce.

Sowing head lettuce seed late in fall, just before ground freezes, is one good way to get an early start the next spring. Very early spring sowing—March or early April—is good.

Bear in mind that the ground should be good and rich, and that the plants should be thinned or transplanted to 6 to 10 inches apart. Then they should be hoed often, the oftener the better. You can't expect to pluck large solid heads of lettuce from a bed in which the plants are thick.



WATER MELONS

Prices: ALL AT PKT. 10c; OZ. 20c; ¼ LB. 60c; LB. \$2.00. Prepaid.

Early Canada Especially good in north or higher altitudes where growing season is short. Medium size, nearly round, with bright red flesh of good quality.

King and Queen (Winter Watermelon.) Variety light cream with green striping.

Kleckleys Sweet (The Rocky Ford.) Scarlet flesh. Solid heart. Sweet and sugary.

New Hampshire Midget Recently developed and widely advertised. Extremely early. Melons are somewhat smaller than a Honeydew. Thin rind; bright red flesh that is crisp and sweet.

Klondike The favorite strain. Flesh deep red, stringless.

Early Kansas Large, round, and very sweet. Extra early.

Tom Watson Similar to Kleckley's Sweet, but still larger.



MUSK MELONS

PREPAID

Prices: All Musk Melons, Pkt. 10c; oz. 25c; ¼ lb. 70c; lb. \$2.25.

Hale's Best No. 36 strain. Best of the Rocky Ford type Cantaloupes. Early. Salmon-colored flesh.

Emerald Gem Small, early, salmon flesh. Very sweet.

Honey Dew Medium size, round, creamy outside. Flesh green.

New Yorker Similar to Greeley Wonder, but better. The salmon meat is unusually thick and of very high sugar content.

MUSTARD, Prepaid

OSTRICH PLUME. Leaves long, ruffled and curved. Cook it like spinach. Pkt. 5c; oz. 15c; ¼ lb. 35c, prepaid.



ONION SEED

PREPAID

Yellow Spanish The new mammoth improved UTAH strain. Deep yellow thick skin, small neck, vigorous grower. Pkt. 10c; oz. 50c; ¼ lb. \$1.50; lb. \$5.00.

White Spanish Gigantic size. Mild and sweet. Pkt. 10c; oz. 55c; ¼ lb. \$1.60; lb. \$5.50.

White Silverskin Early, good size. Pkt. 10c; oz. 50c. ¼ lb. \$1.50; lb. \$5.00.

White Globe Southport. Pkt. 10c; oz. 50c; ¼ lb. \$1.50; lb. \$5.00.

Mountain Danvers Rich golden yellow globe. Nearly as round, and sound, as a baseball. Early. Pkt. 10c; oz. 40c; ¼ lb. \$1.25; lb. \$4.50.

Yellow Globe Danvers Later than Mt. Danvers. Well known money maker. Pkt. 10c; oz. 40c; ¼ lb. \$1.25; lb. \$4.50.

Red Globe Southport type. Pkt. 10c; oz. 40c; ¼ lb. \$1.25; lb. \$4.50.

Mixed Onion Seed

Fine for the family garden. A variety of colors, shapes. All will make green onions for summer, or dry for winter.

Large Pkt. 10c; oz. 35c; ¼ lb. \$1.00.

Onion Sets

FINE COLORADO GROWN
PRICED PREPAID

Will make fine green table onions as well as large dry onions for fall and winter use. Plant fairly thick in row, pull up the larger ones for table use, and let the smaller size sets grow into nice firm matured bulbs to store for later use.

We have these fine sets available in both yellow and white varieties. When ordering, please specify color desired.

Sold by the quart. One quart equals approximately one pound in weight.

Yellow Onion Sets: Quart 45c; 2 quarts 75c; 3 quarts \$1.10; 5 quarts \$1.60.

White Onion Sets: Quart 50c; 2 quarts 85c; 3 quarts \$1.25; 5 quarts \$1.85.



Peppers

Culture: Sow ¼ in. deep in hotbed or shallow boxes. Follow same suggestions given for tomatoes. Peppers will not germinate if ground is cold. Plants tender. Set out 12x24 inches after late frosts.

CALIFORNIA WONDER. A GIANT, with crisp, tender and sweet flesh. Not lopsided. Base level. Ideal for stuffing. A real wonder. Pkt. 10c; ½ oz. 35c; oz. 60c.

HARRIS EARLY GIANT. Earliest of all giant peppers. Pkt. 10c; ½ oz. 40c; oz. 70c.

PIMIENTO. Mildest of all peppers. Pkt. 10c; ½ oz. 35c; oz. 60c.

RED CHILI. Small. Pkt. 5c; ½ oz. 35c.

PARSNIPS, Prepaid

HOLLOW CROWN. Large. Pkt. 5c; oz. 15c; ¼ lb. 45c; ½ lb. 75c; lb. \$1.25.

Broccoli Both stems and heads are cooked. Pkt. 10c.

Dill Mammoth. Pkt. 10c; oz. 20c; ¼ lb. 60c.

Egg Plant BLACK BEAUTY. Pkt. 10c; ½ oz. 30c.

Endive WHITE CURLED. Pkt. 10c; oz. 15c; ¼ lb. 45c.

Kale For greens. Pkt. 10c; oz. 20c; ¼ lb. 60c.

Kohl-Rabi WHITE VIENNA. The best. Pkt. 10c; oz. 40c. Prepaid.

Okra, or Gumbo, Prepaid

Pods used in soups, to which they impart a rich flavor. Pkt. 5c; oz. 15c; ¼ lb. 40c.

Parsley Dark curled. Pkt. 10c; oz. 15c; ¼ lb. 45c.

PUMPKINS, Prepaid

Small Sugar The good old yellow pie pumpkin. Pkt. 5c; oz. 15c; ¼ lb. 50c; lb. \$1.60.

King of Mammoths Largest of all. Pkt. 10c; oz. 20c; ¼ lb. 55c; lb. \$1.80.

Prolific Profitable PEAS

for Particular Planters



PEAS

ALL PEAS PRICED PREPAID

Alaska Early smooth. Large pkt. 10c; 1/2 lb. 25c; lb. 45c; 5 lbs. \$2.00.

Alderman Tall telephone type. Better. Large pkt. 10c; 1/2 lb. 30c; lb. 50c; 5 lbs. \$2.25.

Dwarf Telephone A second early. Pods large. Large pkt. 10c; 1/2 lb. 30c; lb. 55c; 5 lbs. \$2.50.

Edible Pod Dwarf Gray Sugar. Pods as well as peas are cooked. Pkt. 10c; 1/2 lb. 35c; lb. 60c; 5 lbs. \$2.75.

Giant Stride Medium vines, giant pods and peas. Large pkt. 10c; 1/2 lb. 30c; lb. 50c; 5 lbs. \$2.25.

Laxtonian Pods long, vines short. Peas are large, wrinkled, sweet, 7 to 10 in a pod. Require no staking. Early. Improved strain. Large pkt. 10c; 1/2 lb. 30c; lb. 50c; 5 lbs. \$2.25.

Little Marvel Early; vine short; very prolific; pods packed tight. Large pkt. 10c; 1/2 lb. 30c; lb. 50c; 5 lbs. \$2.25.

Peas thrive best in the cooler early months of the season. Seldom thrive if planted late. But BEANS do well planted any time after danger from frosts up till late July, in most sections.

The wrinkled varieties of Peas are sweeter than the smooth. The main value of Alaska and Ameer is that they can be planted very early and almost never rot in cold wet ground. Sow peas rather thick, a pound to 75 feet.

Rutabaga, Prepaid

AM. PURPLE TOP. Purple above and yellow under the ground. Flesh yellow and solid. Pkt. 5c; oz. 20c; 1/4 lb. 50c; lb. \$1.50.

Rhubarb, Pie Plant

Sow the seed in spring, and transplant where wanted next spring. Pkt. 5c; oz. 25c



RADISHES

PREPAID

Prices: All Radishes at: Pkt. 10c; oz. 15c; 1/4 lb. 40c; lb. \$1.20; 2 lbs. \$2.00.

White Icicle The name just fits. Is the earliest long radish.

Early Scarlet Turnip **WHITE TIP** (Sparkler strain.) Quick growing, attractive.

French Breakfast Half long type. Soon gets pithy.

Scarlet Globe **EARLY.** Round, slightly elongated. Crisp.

Crimson Giant Round, bright red, growing quickly to bunching size. Grows very large and still remains crisp and mild.

Chinese Rose (Winter.) Pink, oval or half long.

"Jack Spratt" Mixed

Red, white, long, short, fat, slim—in one package. Pkt. 5c; oz. 15c; 1/4 lb. 35c.

SQUASH, Prepaid

Prices: All Squash: Pkt. 10c; oz. 25c; 1/4 lb. 70c; lb. \$2.25; 2 lbs. \$4.00.

UConn. Gold Medal Winner. Wonderful for the home garden. Grayish green squash on short, bushy plants that take a minimum amount of room. Plants extremely productive. Uconn has a fine flavor. It's just the right size to serve baked and buttered. Also good winter keeper.

TRUE HUBBARD. The good old green, solid, hard shell, long keeping, fine flavored kind.

WHITE BUSH SCALLOPED. For summer use.

EARLY PROLIFIC. Better than Crookneck. For summer. Bush plants. Cream color.

BANANA. Delicious thick golden meat.

TABLE QUEEN. Color varies. Delicious.

ZUCCHINI (Black). Better than the gray. Bush type. Grows to use when small.



TOMATOES

PREPAID

Beauty (Livingston.) Medium. Smooth. prolific, purplish red. Pkt. 10c; ½ oz. 35c; oz. 60c; ¼ lb. \$1.90.

Chalk's Early Jewel Deep red. Pkt. 10c; ½ oz. 35c; oz. 60c; ¼ lb. \$1.80.

Earliana Earliest red. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.75.

John Baer Large early scarlet. Big yielder. Pkt. 10c; ½ oz. 35c; oz. 60c; ¼ lb. \$1.80.

Marglobe Large, smooth, solid, bright red, resistant wilt. Pkt. 10c; ½ oz. 35c; oz. 60c; ¼ lb. \$1.80.

Ponderosa Largest of all tomatoes. Pkt. 10c; ½ oz. 40c; oz. 75c.

Pritchard (Scarlet Topper.) Solid brilliant red. Heavy yielder. Medium early. Disease resistant. All-America winner. Pkt. 10c; ½ oz. 35c; oz. 60c; ¼ lb. \$1.80.

Rutgers Wilt resistant. Deep red skin and flesh. Ripens from inside out. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.50.

Yellow Pear Small pear-shaped tomato for preserving. Pkt. 10c; ½ oz. 35c; oz. 70c.



TURNIPS

PREPAID

Prices: All Turnip Seed: Pkt. 10c; oz. 20c; ¼ lb. 45c; lb. \$1.45.

EARLY SNOWBALL. Small, pure white.

WHITE EGG. Quick growing, egg-shaped, pure white, for spring or summer.

PURPLE TOP GLOBE. Similar to White Egg in shape but with purple top.

SALSIFY, Prepaid

(Vegetable Oyster.) Pkt. 10c; oz. 40c.

Spinach, Prepaid

Prices: All Spinach: LARGE PKT. 5c; oz. 10c; ¼ lb. 25c; lb. 65c.

BLOOMSDALE, LONG STANDING. Large Savoy type leaves. Best of all.

VIROFLAY. Thick, dark green leaves.

Swiss Chard SPINACH BEET

Leaves may be cooked like spinach. Chickens like Swiss Chard and thrive on it. Pull off the outside stalks. Others keep forming. Pkt. 10c; oz. 20c; ¼ lb. 50c; lb. \$1.40.



FINE SEED FOR FINE LAWNS

No one thing does more to give a house the appearance of a home than a fine lawn. Other landscaping will help, but a smooth, bright attractive lawn is basic.

Cost is low when you consider that a lawn once properly planted and given reasonable care is an investment that will last for years and years.

It will save you money to prepare your seed bed thoroughly before sowing seed.

New lawns should be thoroughly worked, leveled, watered heavily to show up any uneven settling; and then leveled once more.

The more care before sowing the seed the better the results. Otherwise seed will wash to the low spots and make your lawn spotted.

Sow part the seed one way and then some more crosswise, so as to avoid streaks. Rake well before and after sowing. Water gently so often that soil never dries out until lawn is green.

Very important not to let soil dry out just as seed is sprouting. At this stage, seed is very delicate and will die if allowed to become dry.

White Dutch Clover germinates quickly and is valuable for giving quick results and for shading and protecting the slower growing Kentucky Blue Grass.

Please note. In average conditions, clover seed will sprout within a week or sooner, but blue grass may take as long as three weeks. Do not relax your watering program as soon as clover gives the lawn a green appearance. You may let the blue grass die if you do. Keep moist until blue grass is well started. Then increase intervals between watering until eventually lawn is given a thorough soaking with several days skip until next watering. This will keep moisture down deep and make for deep-rooted turf more resistant to hot, dry spells.

Kentucky Blue Grass, the basic seed for all lawns, is in short supply this year because of an abnormally small harvest. We may not have enough to meet the demand, so suggest ordering early lest you be disappointed.

In addition to regular blue grass, we have available that new, widely publicized strain, Merion Blue Grass. Cost per pound is higher, but will cover over twice the area of ordinary blue grass, so on basis of results is comparable price-wise.

Best White Dutch Clover

The finest and purest it is possible to obtain. Use in proportion of one pound clover to every five to ten pounds blue grass. $\frac{1}{2}$ lb. 80c; 1 lb. \$1.50; 5 lbs. \$7.00. Prepaid.

True Kentucky Blue Grass

Pure, high-germinating seed of fine quality. Sow one pound to each 250 sq. feet. $\frac{1}{2}$ lb. \$1.20; 1 lb. \$2.25; 5 lbs. \$10.00. Prepaid.

Blue Grass and Clover Mixed

Carefully mixed by us from our own stocks. Sow one pound to each 250 sq. feet. $\frac{1}{2}$ lb. \$1.20; 1 lb. \$2.25; 5 lbs. \$10.00. Prepaid.

Mile High Lawn Blend

A very satisfactory grass mixture that gives excellent results. Composed of 50% Kentucky Blue Grass, 13% Bent grass, 7% White Dutch Clover, 13% Red Top grass and 17% Rye grass. $\frac{1}{2}$ lb. \$1.10; 1 lb. \$2.00; 5 lbs. \$9.00. Prepaid.

Merion Blue Grass

The most outstanding grass development in years, Merion Blue Grass has an underground root and rhizome system that gives it such amazing vigor it helps to crowd out the No. 1 lawn enemy, crab grass. Needs less water and can be cut closer without injury. One pound is sufficient to cover 750 sq. feet. $\frac{1}{2}$ lb. \$2.60; 1 lb. \$5.00; 5 lbs. \$24.50. Prepaid.

Merion Blue Grass Formula

Contains 40% Merion Blue Grass plus Penn State Fescue, Highland Bent and Red Top. Ideal for spring sowing. The other grasses come up quicker and give a complete cover quickly until the Merion has a chance to get established and gradually take over. Sow one pound to every 750 square feet. $\frac{1}{2}$ lb. \$1.60; 1 lb. \$3.00; 5 lbs. \$14.50. Prepaid.

Skyscraper Reservoir

Several years ago I showed you a picture of an irrigation dam I had completed to supplement our water supply. Thought you might like to see what it looks like when filled with cold, sparkling water right off the snow banks.

This picture was taken in mid-July and shows Skyscraper reservoir (elevation 11,105 feet above sea level) nestling against the Continental divide.

It is mighty reassuring for us to know that regardless of rainfall, we will have ample irrigation water to insure production of highest quality bulbs and seeds.



Skyscraper Reservoir

Helpful Hints

ALYSSUM. The favorite border plant. Easy to grow. Sow where plants are wanted for beds, edgings or borders. Cover $\frac{1}{4}$ inch. Thin to 5 to 6 inches.

ASTER. Not necessary to start the plants inside. Sow outdoors from real early spring to well into May. Sow in beds or rows. Cover one-fourth inch. Thin or transplant to rows 16 to 20 inches apart, 6 to 10 inches in row.

The improved wilt resistant strains overcome most Aster troubles, except the "yellows", which is caused by tiny hoppers that carry disease from one plant to another. Growing under cloth prevents yellows. Asters thrive best in a little shade. East side of a building seems to suit them fine.

BABY'S BREATH. (*Gypsophila*). The annual (often called Angel's Breath), white or rose, comes quickly from seed sown in garden, blooming in a few months. Good idea to make several sowings so as to use all summer and fall with bouquets of other flowers.

The perennial is white. It blooms second year from seed. A root will last for years, forming a large clump in time. Double best for drying. Sow very thin and cover lightly. Thin to a few inches apart. As the roots increase in size, thin still more. If want all double, pull out the singles. Roots easily transplanted also. (Double never comes all double from seed.)

BACHELOR'S BUTTON. They grow like weeds, yet the improved sorts are delightful for garden display or as cut flowers. Florists use lots of the double sorts for bouquets and designs. Plant the double varieties. Nothing much to it—just sow the seed as you would aster seed and thin to 6 or 8 inches.

BALSAM. (Touch-Me-Not.) Children's delight. Sow May, $\frac{1}{2}$ in. deep. Thin to 8 inches.

CALENDULA (Scotch Marigold). Another "easy-to-grow" flower. Sow early, medium or late in spring. Handle about same as asters. Stands lots of frosts, ice and snow. "It's a glutton for punishment."

CALIFORNIA POPPY (*Eschscholtzia*). Not easy to transplant, though can be done when plants real small. Better sow where wanted. Very hardy. Cover lightly, hardly one-fourth inch. Thin to 5 or 6 inches each way.

CALLIOPSIS. May be sown quite early outdoors. Cover $\frac{1}{2}$ inch. Thin to 10 inches.

CLARKIA. Lovely carnation-like flowers, resembling the flowering almond. Charming in garden, and exquisite for indoor bouquets. Buds will open after cutting. Partial shade best. Thin to 5 to 7 inches.

COLUMBINES. Bloom second year from seed. Like loamy soil, and partial shade best. Slow to germinate, especially the Rocky Mountain strain. Germinate best if sown very early spring, or just before ground freezes in fall. Thin to 6 to 8 inches.

COSMOS. Being tall, it should be grown as a background, or in center of bed. The early large-flowered kind is good. The newer "Sensation" strain still better. Sow April and May. Cover $\frac{1}{2}$ inch. Thin to 10 inches.

DELPHINIUM. Often exasperatingly slow to germinate. Hard to start in hot weather. Loves cooler weather. Follow suggestions given for Columbines. Cover seed about half inch. Avoid letting water stand on crowns of plants. Do not sprinkle plants late in day or evenings. Fine sulphur dust checks mildew.

FOUR O'CLOCK. Sow from middle of April to last of June. Cover one inch. Thin to 8 or 10 inches. Try this for a hedge if need something of the sort in a hurry.

GODETIA. Thrives best in cool moist soil, and some shade. Nice for cutting. Buds open along stem much like the *Gladiolus*. Thin to 7 or 8 inches.

GOURDS. Plant when and as you plant cucumbers and melons. Tender. Wait till danger from frosts over. When matured and dry, give an even coat of shellac or varnish, if wish to keep as is for pets.

ICELAND POPPY. Sow where wanted, as hard to transplant, except when plants very small. Take plenty soil with roots if move them. Early spring or very late fall best time to sow, though with care can be started any time in summer. Danger of sun killing just as come up. Prevent loss by using temporary light cloth shade over bed or row till plants get a "toe holt." Cover seed lightly. Thin to 4 to 6 inches.

LARKSPUR. Still another that is a bit slow to come up, and likes early cool spring weather best, for germinating. Cover little less than half inch. Thin to 8 or 10 inches.

MARIGOLD. These old favorites of grandmother's garden are still going strong, increasing in popularity with the improvement of the strains of both the tall and dwarf types. Tall sorts should be given plenty of room, because they branch freely. Should have at least a foot of space to the plant. More, still better. Dwarf plants should be thinned or transplanted to about 6 inches apart. Sow seed any time in spring after soil is warm. Cover one-third inch.

MEXICAN FIRE BUSH (*Kochi*). A few plants well placed, or a hedge of them, are effective. Turns red in fall. Grows like a weed. Give each plant 18 to 24 inches at final thinning. **Warning.** In a few sections, this gets out of bounds and becomes a pest.

MORNING GLORY. The old common kinds easy to germinate. But some of the new Mammoth kinds rather stubborn. Soaking seed in lukewarm water 12 to 24 hours helps. Another way is to chip off a little of the shell or rub seed on sand paper or cement wall to grind off a spot in shell. The main idea is to let moisture in, and yet not damage the "meat" especially the ends. Sow after ground warms up.

NASTURTIUM. So easy to grow that not much need be said. The new double sorts now used almost exclusively. Double kinds not like a rose, but often semi-double.

PETUNIA. Seed so fine that you are likely to sow too thick. Also, to cover too deep. Barely cover seed by sifting soil or sand over the seed. Press down with board after sowing. Cover with thin cloth till plants just peep through. Be careful. Watch daily. Bloom soon from seed sown outdoors. Give each plant 6 to 8 inches.

PHLOX DRUMMONDI. Annual, not the perennial that grows from root divisions. May be sown early in spring. Seed slow to germinate. Have patience, and don't neglect. See that they have moisture daily. Sow thinly in rows one foot apart. Cover one-fourth inch. Thin to 4 inches.

PORTULACCA. Don't sow till weather plenty warm, as likes HOT weather. Low growing and lovely for certain locations.

SALPIGLOSSIS (Velvet Trumpet). Will be grown much more extensively when more people learn to know it. Good idea to start indoors or in hotbeds, then transplant. But may be sown in the open when ground is warm. Cover one-fourth inch or less. A little slow to come up. Thin to 6 or 8 inches.

SNAPDRAGON. The improved Rust-Resistant strains make this always popular flower even more desirable. Seed germinates easier, plants more vigorous and have cleaner foliage, flowers large and lovely. Blooms first year from seed, and with a little protection usually lives over winter outdoors, blooming early the next year.

Iridescent Iris: *July to November*



We are among the largest growers of fine Iris in the world. Every year we add new varieties to our already wonderful list of breath-taking beauties.

Our 1954 list will contain the best of the kinds in the 1953 list, plus many new ones you have been waiting for.

Also, many prices will be reduced so much that you need not wait longer to have them in your own gardens. This applies especially to the newer kinds that are always high for a few years or more.

Summer and fall is the ideal time for dividing the clumps and setting out the new "toes." We start digging and shipping right after we finish celebrating our country's birthday on the Fourth of July. From then until November we send out these glorious new Iris to all parts of the United States.

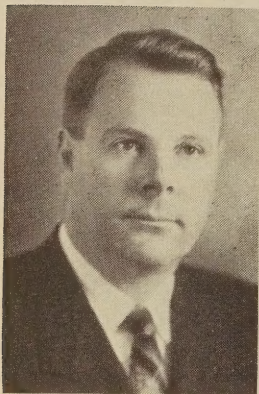
Our 1954 Iris catalogue, with many varieties pictured in natural color, will be mailed in May. If you have ordered iris, seeds or any other merchandise from us within the last two years you will be sent a copy automatically. If in doubt, drop us a card and we will reserve a catalogue for you.

SWEET PEAS. Best results come from early sowings. The idea is to give the plants a chance to get deeply rooted early, so will stand the summer heat better. An ounce of seed will sow 15 to 20 feet of row.

VERBENA. Never stops blooming until end the season. Start indoors or wait till ground well warmed, late April or early May. Or, sow late in fall. Plants spread. Thin to 10 or 12 inches.

ZINNIAS. Give rich ground, full sun, moderate cultivation and lots of water when they begin to bloom. Sow seed about 6 days before usual date for last spring frost, dropping a seed every few inches. Thin to 8 or 10 inches in rows 2 feet apart. Even 15 or 18 inches in the row is none too much, for plants branch rapidly if they have room. Handle very carefully when cut for bouquets, as the gigantic blossoms are likely to break the stems just below the flowers, if you "treat 'em rough."

Thank You



Everett C. Long

To our many customers of years past may I say "thanks" for your fine support. It is most encouraging and gratifying to see orders coming in every spring from old friends whose orders have been recorded on our files for over thirty years, and some dating back over forty years ago.

We intend to continue operating in a manner that will warrant this faith and confidence.

To all of you, may I wish a bountiful, beautiful gardening season for '54.

Everett C. Long

Terms of Sale

All goods are priced prepaid unless otherwise noted.

We guarantee safe delivery. Please check shipment on arrival to see if all items ordered are present and in good condition.

Notify us promptly if everything not satisfactory. We want you to be pleased, so don't be backwards or bashful about letting us know if we have failed to achieve our goal.

In order to keep overhead expenses down and give you the most value for your dollar we must insist on cash with order, since we have no credit department.

Money order, postal note, personal check or bank draft best way to remit. Please do not send stamps or coins unless for very small amounts. Always a chance they will get lost in the mails. And remember to seal the envelope, too.

We discourage C. O. D. shipments. Recent postal rate increases raise the cost to you. No. C. O. D. shipments without 1/4 cash in advance.

Goods priced prepaid will be sent by parcel post or express, our option. But if one service is much better for your convenience than the other, please let us know and we will try to ship best for you. All small shipments of less than eight or ten pounds will go parcel post.

We endeavor to supply you with highest quality seeds and bulbs. However, since they are grown beyond our control, we necessarily must limit our liability to the purchase price of the seeds or bulbs.

Index

| | Page | | Page |
|----------------------------|------|--------------------------------|--------|
| Acroclinium | 5 | Delphinium | 9 |
| Ageratum | 6 | Dill | 25 |
| Alyssum | 6 | Egg Plant | 25 |
| Anchusa | 6 | Endive | 25 |
| Asparagus | 22 | Everlasting | |
| Asters | 5 | Flower | 5 |
| Baby Blue Eyes ... | 6 | Flax | 8 |
| Baby's Breath ... | 10 | Forget-Me-Not .. | 7-8 |
| "Baby Snaps" ... | 10 | Four O'Clock | 8 |
| Bachelor Button .. | 6 | Fox Glove | 8 |
| Balsam | 6 | Gaillardia | 8 |
| Beans | 22 | Geum | 9 |
| Beets | 22 | Gladiolus ...1, 2, 3, 4 | |
| Blue Grass Seed .. | 28 | Godetia | 9 |
| Broccoli | 25 | Gourds | 10 |
| Brussels Sprouts .. | 23 | Gypsophila | 10 |
| Butterfly Flower .. | 5 | Hit or Miss | 10 |
| Cabbage | 22 | Hollyhock | 10 |
| Calendula | 7 | Iceland Poppy | 11 |
| California Poppy .. | 6 | Kale | 25 |
| Calliopsis | 6 | Kohl-Rabi | 25 |
| Candytuft | 6 | Larkspur | 12 |
| Cantaloupe | 25 | Lawn Grass Seed .. | 28 |
| Canterbury Bells .. | 7 | Lettuce | 24 |
| Carnation | 8 | Linarias | 11 |
| Carrots | 23 | Love-In-A-Mist .. | 10 |
| Castor Bean | 7 | Marigold | 13, 14 |
| Cathedral Bells ... | 7 | Mignonette | 10 |
| Cauliflower | 23 | Morning Glory .. | 11 |
| Celery | 23 | Musk Melon | 24 |
| Celosia | 7 | Mustard | 24 |
| Clarkia | 7 | Nasturtium | 15 |
| Clover, White | 31 | Nitragin Bacteria | 19 |
| Columbine | 7 | Okra | 25 |
| Corn | 23 | Onions | 25 |
| Cosmos | 8 | Painted Daisy | 9 |
| Coxcomb | 7 | Pansy | 15 |
| Cucumber | 23 | Parsley | 25 |
| Daisies | 9 | Parsnips | 25 |

| | Page | | Page |
|---------------------------|--------|---------------------------|--------|
| Peas | 26 | Scabiosa | 17 |
| Pepper | 25 | Shasta Daisy | 9 |
| Petunia | 16 | Snapdragons | 17 |
| Phlox | 16 | Spinach | 27 |
| Pinks | 15 | Squash | 26 |
| Plantabbs | 21 | Statice | 17 |
| Pop Corn | 23 | Stocks | 8, 18 |
| Poppies | 10, 16 | Straw Flower | 18 |
| Portulaca | 16 | Sunflower | 17 |
| Primrose | 8 | Sweet Pea | 19 |
| Pumpkin | 25 | Sweet Sultan | 17 |
| Radish | 26 | Sweet William ... | 18 |
| Rhubarb | 26 | Swiss Chard | 27 |
| Rock Garden Seeds | 18 | Thitonia Torch ... | 18 |
| Rutabaga | 26 | Tomatoes | 27 |
| Salsify | 27 | Turnips | 27 |
| Salpiglossis | 17 | Verbena | 18 |
| Salvia | 17 | Water Melon | 24 |
| | | Wild Cucumber ... | 18 |
| | | Zinnias | 20, 21 |



LARKSPUR REGAL MIXED. Pkt. 20¢



CHAMOUNY



DIEPPE

ALYSSUM ROYAL CARPET. Pkt. 25¢



From

The J. D. Long Seed Co.

Boulder, Colorado

Return Postage
Guaranteed

Sec. 34.66, P. L. & R.

PAID

U. S. POSTAGE

Permit No. 1

Boulder, Colorado

LIBRARY U S DEPT OF AGRIC
WASHINGTON 25
D C 7



ASTER "POWDERPUFFS"—An Exciting New Strain. Pkt. 25¢